



UTAH ARTS COUNCIL
GETTING STARTED: MARKETING YOURSELF AS AN ARTIST
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Ways for artists to put their work out to the world:

- Exhibits: museums and non-profits, galleries, alternative venues, juried shows, fundraising auctions
- Websites: your own website, other websites: www.re-title.com www.artistsregister.com www.neoimages.com www.artistsspace.org , www.whitecolumns.org & many others
- Postcard mailings: show announcements, etc. www.4by6.com www.modernpostcard.com
- Advertising: needs to be repeated to be effective
- Brochures
- Books: AppleBook (for Mac users, thru iPhoto), www.mypublisher.com , www.asukabook.com
- Business cards: image on front, info on back. www.4by6.com , www.modernpostcard.com
- "Passport portfolio": print on inkjet printer, hand-assemble
- Portfolio: print on inkjet printer, assemble in three-ring notebook
- Press coverage: if you need to do your own publicity, then do a press release and provide images
- Newsletter: sent by email or snail mail
- Email: don't send images unsolicited. 1MB or 2MB per email message, total.
- Slides and CD's: High quality essential!

Tools by which to do so:

- Digital camera: for websites, print reproduction (if resolution is high enough), inkjet printing for portfolio, email, CD's
- 35mm camera: slides, print reproduction (at small sizes)
- larger format camera: for larger print reproduction
- computer, inkjet printer
- Photoshop: prepare digitals for print, email, website, inkjet printing, CD's and computer display
- InDesign or Quark: create layouts for portfolio, postcards, business cards, etc.

Support materials:

- Resume, statement, bio, collection of press coverage
- Good filing system
- Database system: keep track of people, artwork, exhibits, consignments. www.workingartist.com , Excel, FileMaker Pro, Access, www.artbaseinc.com

Considerations:

- Learn to use digital camera well to present your work as accurately as possible – learn to use "White Color Balance" to shoot colors correctly in different light settings. Learn "color management" for your computer and printer...it all has to work together. Learn about proper resolution size for different uses. Book: "Real World Photoshop"
- Pricing: find other artists at similar points in their careers, at similar skill levels, etc. & notice their prices. Be careful not to raise your prices too quickly.
- Create a "look" for yourself, with letterhead, business cards, etc.